



2016 Catersource Convention & Trade Show, Mirage Hotel, Las Vegas, March 13th – 16th

Sunday 8-8:30, registration; 8:30 am to 10:15 am ABC's Of Operations – Bill Panhoff

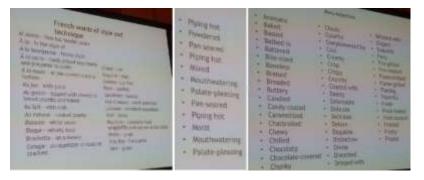
- A = Administer, manage, plan if you fail to plan (administer) you plan to fail so plan to succeed
 - Where have we been (data); what's next? Prioritize the plan; implement
- B = BEST...did our performance or execution of the plan exceed expectations?
 - o There's good; better; and best in everything look for the best
- C = Courage to Change (Creative innovations); CHANGE the "same old, same old"
 - o Same Christmas party for a client for 15 years in a row nothing new disservice to client; "easy way out"
- Strive to be so innovative that your company is the only one to do what you do (handmade Chumuth)

10:30 to 11:30 am, Menu Makeover-Roy Porter

- Caterer is the person in charge of "getting the party started" energize and keep it running throughout
- Purpose of menu inform, persuade and execute
- Challenges to menu design/writing
 - More competition, first time buyers, everybody in a hurry, healthy eaters, digital apps, software tech
 - o Trend hunters LA, it's a trend; NY, it's a fad and know the difference
 - o Tablewizard1@gmail.com
- The More you tell the more you sell (I disagree – less is more)
- Adverbs and adjectives (difference between chicken nuggets and grilled breast of chicken medallions -- \$3/person
- USP Unique Selling Proposition "why buy from you?"
- What, why, when, where, who and how sight, sound, taste, smell, touch – DESCRIBE
- Menu item TITLE it's the headline words, words, words
- Recommend "How to Cook a Wolf" by MFK Fisher; "In search of excellence"
- Avoid "NETMA" badges Nobody tells me anything! share plans with the staff
- Secret to happy 50 years of marriage "Better to be happy than it is to be right."
- Use grammarly.com for proofing grammar make sure every menu is proofed for complete accuracy typos
 - "Baked Beans and Porn"
- Two midshipmen one success, one failed one said "Here's what we're going to do..." one asked "What do you think we should do?"

11:45 am – 12:45 pm Food presentation and design – lots of ideas here, CIA team

- TRENDS: Pickled, spicy hot & smoky, grains, anything Asian ("Korean" Chinese, Japanese, Taiwanese)
 - Korean Short Ribs
- Pickled Red Cabbage w/Red Onions; Pickled Shrimp



- "Are you the Chef?" Response "I am today!"
- Creative, customize, comprehensive, cost effective
- Deconstructed entrees (like our unstuffed green peppers; or pot pies)
- Curried Crab/Shrimp lettuce Wraps
- Open Faced Toast w/Pepperoni, Mozzarella-stuffed Piquillo Peppers; topped w/Avocado Mousse
- Risotto Balls/Fritters
- Mini Tacos; Bangers and Mashed Potatoes
- Turnips/Parsnips/beets mashed, grilled, w/cheese, butter, spices forgotten vegetables
- Cut Sausage Bar (sliced, not whole) basa, brats, chorizo, andouille, alligator, turkey
 - o w/red cabbage, rissole (deep fried potatoes) noodles
- pan fried eggplant slices; cauliflower steaks
- stuffed turkey thighs; netting; can; cooked, sliced sausage & wild rice stuffing
- Quinoa Pilaf (wheat berry, cashews, pecans, chicpeas, sunflower seeds, tofu; roasted corn)
- Grey burlap table covers metals & woods for display
- DESSERTS: Eclairs; puff pastries; lemon merengue; key lime pie; toasted marshmallow s'mores;
- Chocolate Frosted Brownie w/chocolate chips
- Fresh cooked collard greens or spinach w/cream cheese and butter
- · COLOR adds interest; blocking in display (groups); texture and dimension (height and depth)

12:45 to 1:45 pm – Lunch: Sandwich, chips, and type morning notes in room

2 pm to 3 pm, Sweet & Savory stuff we would use as entrees, sides & desserts

- Mini micro veggies, incorporate
- Vegetable jams (tomato, beets, carrots) The beet jam and tomato jam both looked really good
- Blue Cheese Chocolate Gnocchi rolled in toasted Almonds
- Sautéed cucumbers, red onions & tomatoes (yes, hot) w/Italian seasoning, cooked in balsamic vinegar or Italian dressing
- Sautéed cukes and strawberries; cukes & yellow zucchini
- Deli: Smoked Salmon on Cream Cheese w/Tomato, Red Onion & Lettuce & Capers on Ciabatta or Bagel
- Good old fashioned mozzarella, tomato, basil, toasted sesame and parmesan croutons salad w/balsamic vinegar
- Butternut Squash mashed w/ricotta cheese, butter, brown sugar & tarragon
- Deli: Toasted Crab salad (w/green onions, mayo, cream cheese and shredded Swiss panini grilled) on French bread;
 perhaps some dill seasoning
- Avocado Pudding









3:15 – 4:30 – a little bit of three sessions...Technology; Strategic Planning; Perfect Event

- Trello and Zendesk are top two new aps (more than 100 million aps!) in the efficiency world
- Improve efficiency because it's true time IS money
- Planning: discuss, brainstorm, gather staff ideas, preferably offsite just like the directors' retreat
 - SWOP and from the SWOP set objectives
 - Use effective Data to help decide
- For the perfect 10 on every event do a post-mortem with the buyer to ensure happiness & solicit feedback









4:30 – 5:30 – Fine dining starring vegetables

- Poached, grilled, stuffed tomatoes
- Stewed celery, tomatoes and beans (celery oft forgotten)
- Zucchini blossoms filled with ricotta
- Stuffed Zucchini (circles and sliced lengthwise)
- Roasted Potatoes w/Cantrell Mushrooms
- Honey Parmesan Belgian Carrots w/dill (Sweet/Savory)
- Green Beans O'Brian
- Shaved Asparagus wrapped in prosciutto
- Pan Roasted Fingerling Potatoes w/Shallots, Butter & Rosemary
- Grilled Portobello Florentine Sautéed in White Wine













5:30 to 7 pm - Reception/networking...then...7 to 8 pm - type afternoon/evening notes

- Chatted w/Jason Bracamonte & Jenny Andretich from ARAMARK
- Chicken Satay with peanut sauce
- Beef empanadas with brown gravy
- Hot mini roll turkey/ham/melted Swiss/dill pickle slice sandwiches
- Shrimp skewers
- Mini chicken, bean and lettuce tacos very mini very good

5:45 am to 8:30 am - Morning routine - marketing, emails

8:30 am to 10:30 am - Snow White Never Had a Bad Day - 7 lessons from Disney U

- Joshua Seth, mentalist ATM code; lottery numbers; trip to Italy with Kevin Costner
- Industry Awards lifetime achievement; Hall of Fame inductee
- Doug Lipp 7 lessons from Disney U
- Main ingredient of stardom is the rest of the team John Wooden
- We are in the business of "time" and a small slice of the business of life (how do you spend your time)
 - o Making a living, vs. making a life
- Even monkeys fall out of trees
- "Laughter is no enemy to learning"..."Develop your sense of humor and it will eventually develop you." – WD
- Develop culture of significance differentiate
- Get out of comfort zone arm folding now switch
- Story of Snow White at Disney having a bad day
- Safety, courtesy, Show, Capacity (efficiency)
- How expensive is a smile "plus the show" 7 minute riverboat ride
- "Princess moments" Snow White kneeling next to autistic girl empowerment
- Dropped popcorn example
- "Walk the park..." (MBWA) even WD picked up the trash now you have 70,000 custodians
- When is a train not a train pick up at point A; drop off at point A solve the problem, don't dwell on how stupid it is
- Budgets will always be tight creativity is always free
 - o Be creative to solve problems, budget, presentation, get out of comfort zone



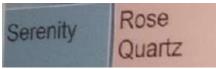


What happens 'backstage' will end up 'on-stage'. If we aren't friendly with each other ... strii and saying 'good morning,' t we'll have a similar attitude t our guests.

10:45 am to 11:45 am – Trends and Forecasts in Design and Presentation, David Merrell

- Colors of the year: Serenity and Rose Quartz not about the color, what you do with it
- Fashion: satins; pink; graphic black and white; black and white and red; lace; frills (puffy pirate, tutus); mix & match patterns and designs (vertical stripes; patterns; plain); hombre style
- Flowers: Hombre; chandeliers; floral walls; greens; wearable; Bohemian DIY market (notes on clipped rope); vintage
- "Be careful the toes you step on today may be connected to the butt you have to kiss tomorrow."
- DRONE PHOTOGRAPHY
- Food & Beverage: Farm to table; locally sourced; mini fresh vegetables; by 2030, 60% will receive food from urban (vertical) farms; bacon/bacon/bacon (soda, chocolate, maple; bacon peanut butter; smoke & fire – meats, charred veggies; Sriracha EVERYTHING – Sriracha ketchup; STREET FOODS (we should do another street food BBQ, maybe April 1st for the championship basketball game); gluten free/vegan; family style is back; cooking with bourbon and other liquors; bubbles; grilled citrus/fruit





(pineapple, grapefruit, oranges, lemons, limes)

- What's "modern" now? Apps: social media: MOBILE EVERYTHING www.vapp.us create your own app for an event - or the Café! Might play with this at home; www.periscope.tv live streaming...; www.bubb.li - maps the room/area
- www.socialtables.com keeping the caterer organized; www.crowdmics.com tied into sound system
- Furniture with app and charger plug-ins portable chargers for phones, etc....
- Metallic; blocks; toys (Legos big)

11:45 am to 1:10 pm – Leadership Lunch, David Beahm, Slow Down and breathe

- Everyone has a "horror story" of survival where something went bad. Many of us, have many stories his survival Difference in coping is how we react/rebound – see Yoda quote
- IT Mantra "Did you reboot" works for humans too --- Anne Lamott
- Think you can or you can't you're right... Yoda and Buddha not much difference, except 1 made Lucas millions
- "You can't do epic shxt with ordinary people." David Beahm
- "I haven't come this far....to only come this far." Always plan to do more and then do it. What's next?
- Gratitude is important but forgiveness frees you to move forward. Forgive others and yourself

Success is not the key to happiness. Happiness is the key to success. ou will be







1:15 – 2:15 pm Ordinary Food, Extraordinary Station

- Heights, depth, layers different textures metals, glass, wood, vases, glass bowls, pedestals
- Antipasto station for lunch one day MTO salad with all the fixings; add lettuce for salad or wrap
- Whole Salmon broiled/poached/grilled (wood planked) "carved/cut" to order off the plank



• Rope sausage carving station....don't forget the Sushi we keep talking about!



2:30 - 3:30 pm - "What dat? Cajun or Creole?" No, it's NOLA (New Orleans, LA)

- Difference: Geography where came from (Canada, Europe); spices; both use French;
- Cajun more country; Creole more urban "blackened"; TRINITY: Onion, celery and bell pepper
- Chicken and Sausage (or Shrimp and Sausage) Gumbo roux, trinity, stock and seasoning "Easy Money" as Dan says
- Jambalaya Cajun or Creole? Creole! below Jambalaya left, Gumbo & rice middle



- Corn Maque Choux and Fried Green Tomatoes (above right) boy did that look, smell and sound good!
- BBQ'd Shrimp AND GRITS! This could go well as a lunch entrée & side? With Corn Choux & FGT -- mmmmmm

3:45 to 5 pm – Deconstructing Catering Calamities – "What did we learn..."?

• Catering "crash" kit – emergency items in case things go sideways – headlamps



- Burned the truck: Learned don't put lit sterno in the back of a truck! Carry extinguishers in the truck!
- Also "Keep calm and carry on" "In all history of calming down, nobody ever calmed down because somebody told them to calm down."





- Cancelled events and contract issues how to enforce? Should we enforce (i.e., best client, extenuating circumstances?)
- Outdoor event cooking in the pouring rain event went on...
- Running out of food always the caterer's fault, in fact...
 - WHATEVER GOES WRONG always the caterer's fault
 - Call goes out. We are running out of food.
 - Salesperson is crying; Pull from Home Base
 - Move Staff to Assist help on the way!
 - Communicate with Client
 - Resources on their Way; Rebuild Food Par.
 - Pack and Run fulfill expectations!
 - LEARNED: Portion control composed plate buffet
- #1 thing learned from disasters improved communication
 - "What's that mean?"
 - Inform ALL staff of any changes
- "Success is walking from failure to failure with no loss of enthusiasm." Winston Churchill



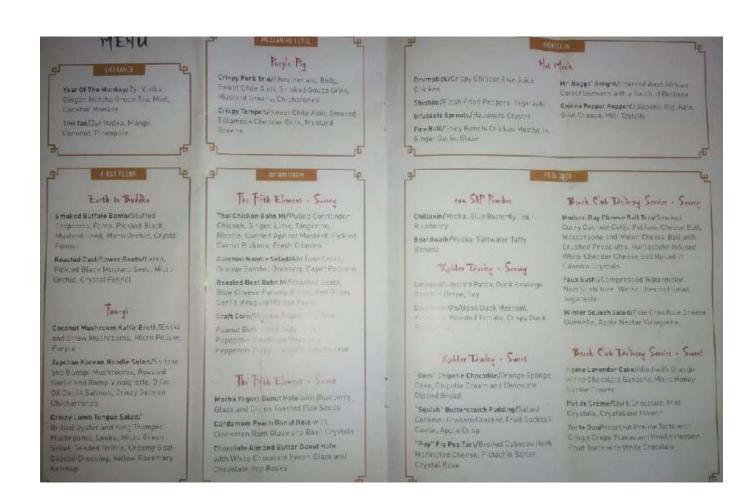


5 to 7 – notes; 8 to 11 pm Monday reception at Tao Nightclub (Venetian)

- We tried every food dish on each of three floors lots of good ideas here
- Smoked Buffalo Bento; Roasted Cauliflower Bento; Coconut Mushroom Kaffir; Japache Korean Noodle Salad; Crispy Lamb Tongue Salad; Crispy Pork Plate (best item in our opinion); Crispy Tempe; Tai Chicken Bahn Mi; Pickled Beet Bahn Mi; Zucchini Noodle Salad; Popcorn Station (Peanut Butter and Jelly was yummm); Donut holes for dessert was a big miss dry, flavorless, Dunkin' Donuts are better; Chinese Chicken Drum; Fried Peppers; Brussel Sprouts (not done well); Fire Ball Chicken (this was good); Quinoa Pepper Poppers; Faux Sushi (a miss); Duck Lasagna (OK); Duck Spaghetti O's (a big miss heard a lot of muttering; Winter squash salad (very good); Cheeseball trio; Three desserts listed were all good, but too much pastry for me in the handmade fig pop tarts. (Seemed like they modified the empanada). Butterscotch pudding was REALLY good.







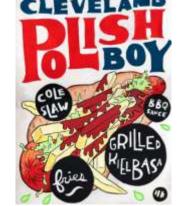




6:30 to 8:30 am Tuesday, daily routine, emails, marketing 8:30 to 10:15 am Go Everywhere, Eat Everything – Simon Majumdar, Food Network

- Cut Throat Kitchen; Iron Chef; Good Eats; started with 4 episodes; now 200+
- "Eat My Globe Go Everywhere, Eat Everything" how he came to write it
 - "More hungry than suicidal", the smells saved him
- "Travel is fatal to prejudice" Mark Twain
 - Working a Muslim man who hosted him for dinner during a travel shoot; told of teen daughter troubles; son always wanting \$\$ for KFC; wife's medical issues; work troubles – and he realized despite their cultural differences (Catholic/Muslim; American/Islamic) – we are all the same
- "Fed, White and Blue Eating America With My Fork" I purchased
- "Give me a bed and I'll cook you dinner" so I invited him to stay at our house and have him be a guest chef to cook dinner for several thousand Native Americans. We'll see how that works.
- 70 countries and 50 states talked about serving Richard Petty and NASCAR Daytona 500
- Trending around the country today...
 - Customers making connection with people who make the food where from, how made MTOs and meet the people who grow the food
 - American Regional Cuisine foods from around the country; Southern "Hot, Hot, Hot" – Johnny Cash food, because in the morning you'll have a "Ring of Fire"
 - NE Seafood Lobster ciabatta or subs or Po-Boy
 - Nashville Hot Chicken
 - o Roasted/Grilled Chilies (we could do this as part of any outdoor BBQ)
 - o Shrimp & Grits w/Mushrooms, Cajun
 - Crawfish Po-Boy (New Orleans)
 - BBQ so regional and American; Texas has no sauce; Kansas City; we could have a BBQ week
 - Whole animals cooked pig on a spit
 - Carving stations cook a steamship round of beef and carve for lunch
 - GAZPACHO for Cinco de Mayo
 - Egg Rolls and Crab Rangoon made to order
 - He mentioned okonomiyaki– again, MTO
 - BUILD YOUR OWN give them the Tacos with meat, and let them finish themselves at the other end
 - o Hamburger Subs shape the patties rectangular
 - Cleveland Polish Boy Sandwich
 - Sabiah Iraqi Salad in Pita
- Discussed Hospitality
 - Famous chef tweeted "The restaurant business would be a great business if it wasn't for the customers..." What an IDIOT
 - Have a business BECAUSE of the customers
 - Hates "No substitutions". Menu said "requests for substitutions will be politely declined." Wants to make a business card that says "Requests for gratuities will be politely declined." ⁽²⁾
 - o "The answer is always yes." Jeffrey Zacharian
 - Remember "Your guests are in YOUR house. They are your guest.
 Always treat them as such, and you will make money."









10:30 to Noon - Writing Notes...Noon to 12:30 travel to Convention Center

12:30 to 5:30 pm – Tuesday afternoon Sessions at Convention Center

- 12:30 to 1:15 Fresh Ideas in Desserts
 - o Banana Pudding reinvented; simple syrup; dry caramel; Lemon Curd Mold w/Strawberries; Panna Cotta w/Fruit







• 1:30 to 2:15 – Micro Vegetables, greens and sprouts

Mini Wasabi, mustard greens, fusion mix, celery tops, sea beans (tasted like green beans), squash gold shots,
 mini carrots, turnips, shallots, radishes – "Fresh Origins" is source







• 2:30 to 3:15 - Elegant Party Designs

- o Lighting alone can change a room's look
- Elegant, tall centerpieces and ceiling hangings (Grand Ballroom designs center and right)
- Inspiration can come from anywhere (below photo left)
- o Be sure to calculate logistics Ballroom in NY particularly challenging

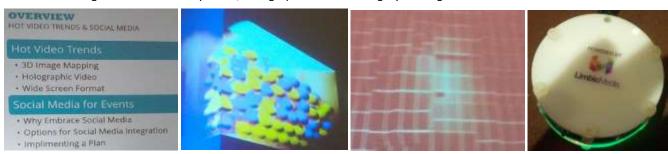






3:30 to 4 pm - Return to hotel; back to room; 4 pm to 5:30 pm - review & type notes 8 to 10 am Wednesday - Technology Breakfast

- "Not coms" instead of "Dot coms" dedicated websites with unique endings (Google, Target and others)
- Advantages to having own dedicated website name instead of a "dot com"
- Electronic games available for parties; Holographic and 3-D imagery for large events





10 am to 11:30 am – Pack; Checkout; travel to Convention Center for Trade Show

11:30 to 2:30 pm – Trade Show attendance

• Talked with steamer manufacturer; Credit Card company to cut our fees in about half; Idaho Potato folks; and a whole bunch of food and equipment reps



2:30 to 8:30 pm – Travel home; 9 pm to 11 pm – finish notes

Catersource Convention Menu Ideas

- White or Dark Chocolate Waffles
- Sundried Tomato, Avocado, Mozzarella Veggie Sandwich on French Bread
- Sundried Tomato, Kalamata olives, artichokes, green olives, marinated salad
- Muffaletta Salad
- Pickled Asparagus and Green Bean salad w/red kidney beans, pickled beets and red kidney beans
- Spinach Florentine in Filo Dough
- Chicken or Pork Wellington
- Sliced Kielbasa Sandwich w/sliced dill pickles, variety of mustards
- Dates stuffed w/cream cheese wrapped in bacon
- Cheesecake Smoothies Vanilla and Blueberry
- Dates on the salad bar
- Cremini Mushroom Ravioli at Tavolino
- Fire Chicken Meatballs w/Tomato & Bacon Jelly topped w/parmesan crisps
- Cake pops for dessert (three on a plate?)
- Pickled Red Cabbage w/Red Onions
- Pickled Shrimp
- Curried Crab/Shrimp lettuce Wraps
- Open Faced Toast w/Pepperoni, Mozzarella-stuffed Piquillo Peppers; topped w/Avocado Mousse
- Risotto Balls/Fritters
- Mini Tacos; Bangers and Mashed Potatoes
- Turnips/Parsnips/beets mashed, grilled, w/cheese, butter, spices forgotten vegetables
- Cut Sausage Bar (sliced, not whole) basa, brats, chorizo, andouille, alligator, turkey
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- pan fried eggplant slices; cauliflower steaks
- stuffed turkey thighs; netting; can; cooked, sliced sausage & wild rice stuffing
- Quinoa Pilaf (wheat berry, cashews, pecans, chicpeas, sunflower seeds, tofu; roasted corn)
- Grey burlap table covers metals & woods for display
- DESSERTS: Eclairs; puff pastries; lemon merengue; key lime pie; toasted marshmallow s'mores;
- Chocolate Frosted Brownie w/chocolate chips
- Fresh cooked collard greens or spinach w/cream cheese and butter
- Mini micro veggies, incorporate
- Vegetable jams (tomato, beets, carrots) The beet jam and tomato jam both looked really good
- Blue Cheese Chocolate Gnocchi rolled in toasted Almonds
- Sautéed cucumbers, red onions & tomatoes (yes, hot) w/Italian seasoning, cooked in balsamic vinegar or Italian dressing
- Sautéed cukes and strawberries; cukes & yellow zucchini
- Deli: Smoked Salmon on Cream Cheese w/Tomato, Red Onion & Lettuce & Capers on Ciabatta or Bagel
- Good old fashioned mozzarella, tomato, basil, toasted sesame and parmesan croutons salad w/balsamic vinegar
- Butternut Squash mashed w/ricotta cheese, butter, brown sugar & tarragon
- Deli: Toasted Crab salad (w/green onions, mayo, cream cheese and shredded Swiss panini grilled) on French bread; perhaps some dill seasoning
- **Avocado Pudding**
- Poached, grilled, stuffed tomatoes whole or sliced; whole with bleu cheese on top
- Stewed celery, tomatoes and beans (celery oft forgotten)
- Zucchini blossoms filled with ricotta
- Made to Order anything
- Cleveland Polish Boy Sandwich
- NE Seafood Lobster ciabatta or subs or Po-Boy
- Nashville Hot Chicken
- Roasted/Grilled Chilies (we could do this as part of any outdoor BBQ)
- Shrimp & Grits w/Mushrooms, Cajun
- Crawfish Po-Boy (New Orleans)
- BBQ so regional and American; Texas has no sauce; Kansas City; we could have a BBQ week
- Pig on a spit ribs and pulled pork BBQ
- Carving stations cook a steamship round of beef and carve for lunch





- Stuffed Zucchini (circles and sliced lengthwise)
- Roasted Potatoes w/Cantrell Mushrooms
- Honey Parmesan Belgian Carrots w/dill (Sweet/Savory)
- Green Beans O'Brian
- Shaved Asparagus wrapped in prosciutto
- Pan Roasted Fingerling Potatoes w/Shallots, Butter & Rosemary
- Grilled Portobello Florentine Sautéed in White Wine
- Chicken Satay with peanut sauce
- Beef empanadas with brown gravy
- Hot mini roll turkey/ham/melted Swiss/dill pickle slice sandwiches
- Shrimp skewers
- Mini chicken, bean and lettuce tacos very mini very good
- Sopapilla or Frybread "Top Your Own" Bar sweet or savory
- bacon/bacon/bacon
- grilled citrus/fruit (pineapple, grapefruit, oranges, lemons, limes)
- Antipasto station for lunch one day MTO salad with all the fixings; add lettuce for salad or wrap
- Whole Salmon broiled/poached/grilled (wood planked) "carved/cut" to order off the plank
- Rope sausage carving station....don't forget the Sushi we keep talking about!
- Corn Maque Choux and Fried Green Tomatoes (above right) boy did that look, smell and sound good!
- BBQ'd Shrimp AND GRITS! This could go well as a lunch entrée & side? With Corn Choux & FGT -- mmmmmm
- GAZPACHO for Cinco de Mayo
- Egg Rolls and Crab Rangoon made to order
- He mentioned Konomiyoki again, MTO
- BUILD YOUR OWN as opposed to MTO -- give them Tacos w/meat, and let them finish themselves at the other end
- Hamburger Subs shape the patties rectangular
- Sabiah Iraqi Salad in Pita
- Mini Wasabi, mustard greens, fusion mix, celery tops, sea beans (tasted like green beans), squash gold shots, mini carrots, turnips, shallots, radishes – "Fresh Origins" is source
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- Roasted Cauliflower Bento
- Coconut Mushroom Kaffir
- Japache Korean Noodle Salad
- Crispy Lamb Tongue Salad
- Crispy Pork Plate w/Crispy Tempe
- Tai Chicken Bahn Mi; Pickled Beet Bahn Mi;
- Zucchini Noodle Salad
- Chinese Chicken w/Fried Peppers and Brussel Sprouts
- Fire Ball Chicken (Hot Chicken Meatballs
- Winter squash salad
- Butterscotch pudding was REALLY good.



